

CONTRACT



KOAT
3801 Carlisle Blvd. NE
Albuquerque, NM 87107
(505)884-7777

<u>Contract / Revision</u> 961890 /		<u>All Order #</u> 06364302
<u>Product</u> Issue		
<u>Contract Dates</u> 10/29/12 - 11/06/12		<u>Estimate #</u> 313 REFORM NM NOW
<u>Advertiser</u> Retorm New Mexico Now		<u>Original Date / Revision</u> 11/02/12 / 11/02/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOAT	<u>Account Executive</u> Mary Tricoli	<u>Sales Office</u> HRP - Washingt
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 51	<u>Product Code</u> 104
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

SRCP Media Inc
Attention: Betsy Vonderheid
201 North Union Street
Ste 200
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 31	KOAT	11/05/12	11/05/12	The View 10-11a	10-11a		:30			NM	2	\$900.00
Class of Time - Fixed Non Pre-emptible												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				2	\$450.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	KOAT	11/05/12-11/11/12		The View 10-11a	10-11a	M-----	:30		\$450.00	NM		
See MG 31.3,31.4												
2	KOAT	11/05/12-11/11/12		The View 10-11a	10-11a	M-----	:30		\$450.00	NM		
See MG 31.3,31.4												
3	KOAT	11/04/12-11/04/12		Su 6a A7N More in the AM	6-9a	-----Su	:30		\$800.00	NM		
Ⓜ MG for 31.1,31.2												
4	KOAT	11/04/12-11/04/12		CASTLE SUN LF	1205-105A	-----Su	:30		\$100.00	NM		
Ⓜ MG for 31.1,31.2												
E 33	KOAT	11/05/12	11/05/12	Anderson Cooper	11a-12n		:30			NM	1	\$250.00
Class of Time - Fixed Non Pre-emptible												
Class of Time - Fixed Non Pre-emptible												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$250.00			
E 34	KOAT	11/05/12	11/05/12	Chew, The	12-1pm		:30			NM	1	\$200.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$200.00			
E 36	KOAT	11/05/12	11/06/12	Dr Oz	4-5p		:30			NM	2	\$1,250.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$675.00			
E 37	KOAT	11/05/12	11/05/12	Action 7 News @ 5p	5-530p		:30			NM	1	\$1,100.00
Class of Time - Fixed Non Pre-emptible												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$1,100.00			
E 39	KOAT	11/05/12	11/05/12	Action 7 News @ 6p	6-630p		:30			NM	1	\$1,300.00
Class of Time - Fixed Non Pre-emptible												

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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Contract / Revision	Alt Order #
961890 /	06364302

Contract Dates	Product	Estimate #
10/29/12 - 11/06/12	Issue	313 REFORM NM NOW #:

Advertiser	Original Date / Revision
Reform New Mexico Now	11/02/12 / 11/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$1,300.00			
E 40	KOAT	11/05/12	11/05/12	6a A7N More In The AM	6-7a		:30			NM	2	\$2,200.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				2	\$1,100.00			
E 42	KOAT	10/29/12	11/06/12	Good Morning America	7-9a		:30			NM	13	\$11,050.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MTWTF--				5	\$850.00			
Week:		11/05/12	11/11/12	MT-----				8	\$850.00			
E 43	KOAT	11/05/12	11/05/12	Live with Regis & Kelly 9-10a	9-10a		:30			NM	2	\$950.00
Class of Time - Fixed Non Pre-emptible												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				2	\$475.00			
Totals											131	\$106,950.00

*Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/29/12 - 11/06/12	131	\$106,950.00	\$90,907.50	\$6,363.53	\$97,271.03
Totals	131	\$106,950.00	\$90,907.50	\$6,363.53	\$97,271.03

Signature: _____ Date: _____

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<u>Product</u> Issue		
<u>Contract Dates</u> 10/29/12 - 11/06/12		<u>Estimate #</u> 313 REFORM NM NOW
<u>Advertiser</u> Reform New Mexico Now		<u>Original Date / Revision</u> 11/01/12 / 11/01/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOAT	<u>Account Executive</u> Mary Tricoli	<u>Sales Office</u> HRP -Washington
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 51	<u>Product Code</u> 104
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Week:		11/05/12	11/11/12	M-----				1	\$250.00			
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Week:		11/05/12	11/11/12	M-----				1	\$200.00			
N 36	KOAT	11/05/12	11/06/12	Dr Oz	4-5p		:30			NM	2	\$1,250.00
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Week:		11/05/12	11/11/12	M-----				1	\$1,300.00			
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Class of Time - Fixed Non Pre-emptible												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 11/05/12 11/11/12 M----- 2 \$475.00												
N 55	KOAT	11/04/12	11/04/12	NYC Marathon	2-4pm		:30			NM	1	\$550.00
Class of Time - Fixed Non Pre-emptible												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 -----S 1 \$550.00												
Totals											131	\$106,950.00

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